

# BUSINESS & FINANCE

Duxbury Reporter  
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BUSINESS PROFILE

## Jacqueline O'Toole: One Gift and Coffee Shop

### Give a brief description of your business.

One is a gift and coffee shop located in the Duxbury Market Place. We carry products that are fair-trade, eco friendly and hand-made to make a difference.

### How long have you been in business?

I just had my one-year anniversary in November.

### How did you get started?

Owning my own old-fashioned penny candy store has been a dream of mine since I was a child helping out at my friends old fashioned penny candy store. I have lived in Duxbury for about 18 years and there has not been a penny candy store in town. I also always wanted a place to go with my friends to sit back, relax, talk and not have to worry about having a meal. About 4 years ago I decided it was time for me to turn the dream into a reality. I started to research what gifts to carry in my penny candy/coffee store and was becoming very uncomfortable (I couldn't just sell anything), until I meet a women who makes tools that are sanded by people with autism and painted by a local artist and I knew right then that is what type of products I would carry. I also started looking for the right spot for the store. I looked all over town and waited for just the right place. When I found out about my spot I knew it was right. It had two levels

so I could do everything i wanted in one spot. I put the candy and gifts downstairs and the coffee shop with a fireplace, leather coach and chairs with some gifts upstairs.

### What should people know about you and your business?

One's mission is to provide gifts that give back to the community and the world at large. I look into every company that I buy from. I spend hours researching companies and the products they make. Every product that I sell has a story about who made it where it was made and who they give back to. I am presently looking into two companies. The first is a non profit whose mission is to provide water to communities in Africa through fundraisers and selling water bottles where 100 percent of their proceeds go directly into their mission. The second are natural soap and spa products made by a non-profit social enterprise, which provides skills for lower income women that are unemployed so they can be employable.

### What is the best business advice you ever received?

Put a lot of time and energy into a business plane and make sure you review it every couple of months to make sure you stay on track with your goals.

### Tell us a memorable story about your business.

I have a lot of artisans who are disabled and many that are from very poverty-stricken places.

One of my vendors, True Meaning Jewelry at New England Village in Carver, makes hand-crafted jewelry by special needs artisans. I was able to see one very special girl's excitement, pride and pure joy on her face as I told her about a women who



PHOTO/DAVID MACCAFERRI

Jackie O'Toole shows one of the bags custom made for her store. It is made in Maine from recycled sails.

purchased one of their necklaces and insisted I tell them how much she loved the necklace and that she would be bringing it back home to Colorado to show off to all her friends. She asked me which necklace it was, then said, "I helped make that one" with a huge smile on her face.

Another vendor of mine is a young man with autism who make's dog bones. I love when he comes in. He lights up the whole store with his smile, pure and loving personality.

### If you could wave a magic wand and make any change in your industry that you wanted, what would it be?

That more companies cared about what they are making and are looking into ways they can make changes.

### What's the best thing about your job?

The store has the atmosphere of a home, so it doesn't feel like I am going to a job, just an extension of my home, and all my customers I consider as friends. I love being able to introduce them to all the different vendors that I carry to tell them of the stories behind the products and meeting the artisans.

### So, how's business these days, anyway?

Business is doing very well. The coffee shop is being used more and more every day by different groups. I have women that come and knit, customers hold meetings, kids come and hang out and watch TV, some with there laptops and others just to socialize. I am now having birthday parties up stairs. The gifts are doing well. Everybody loves how they all have a purpose.

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